

Community-University Partnerships Newsletter

Director's Message

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Special points of interest:

- CUP Welcomes PITAB
- CUP appoints a new Service Learning Coordinator
- Service Learning and Community Web Sites



California State University, San Bernardino has undertaken a huge new initiative to address the third goal of the University's strategic plan, "to advance partnerships within the community that will improve the over-all quality of life and health for all residents of the region." Community-University Partnerships (CUP) focuses its efforts within the large geographic area of the two counties of San Bernardino and Riverside....an area equal to the tenth largest state in the Union. The goal of CUP is to form major community-university partnership that will develop an agenda, specific plans, and structures to improve the over-all quality of life in our region. The current partnership focus areas are:

- Economic Transformation
- Educational Quality of the Workforce and Citizenry

- Health Enhancement
- Culture and Arts
- Family and Community Enrichment



Dr. Richard Eberst, Director

By forming partnerships with local leaders and stakeholders in each of these areas, we hope to facilitate processes which bring the significant resources of the University in a well organized and clearly focused manner to advance the over-all quality of life and health in the two-county region. These efforts are designed to lead to long term reductions in poor health outcomes, crime rates, and demands on the social welfare system. They can

produce a better educated workforce, increase the number of locally committed residents, higher college attendance rates, a more informed and vibrant population, a higher quality economic base, and a more pleasant social and physical environment. CUP activities will engage students (through service learning efforts) faculty, staff, administrators and alumni through teaching, research and service. All segments of the community will be engaged to work together to generated improvements in all segments of the community. Additionally, CUP will generate scholarship, research and publications regarding the achievement of specific outcomes and work to assist other universities and communities to better understand the successes and failures of the process.

Visit us on the web
<http://partnerships.csusb.edu>

CUP Mission Statement

To advance community-university partnerships that enhance the over-all quality of our service region, increase the relevancy of our educational efforts, and bring new vibrancy, repute, and resources to CSUSB and to the community.

CUP Vision Statement

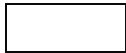
Five long-term priorities will provide the focus for CUP partnerships:

- Assisting to ensure that the region's work force and citizenry is **well-educated** and employable.
- Accelerating the emergence of regional **economy transformation** to provide well-paying jobs and career opportunities, and thereby, better living standards for individuals and families.
- Increasing the quality and quantity of **cultural, intellectual, and recreational opportunities** available to members of the community, particularly to the less advantaged.
- Assisting in the over-all improvement of the **health status** of individuals, communities, and the region.
- Working to enhance the quality of general **family and community life** in the region.

If CUP is successful in pursuing these priorities, the affluence, health, safety, and general well-being of the people of our area will be measurably improved over time.

How To Get Involved

- Search the CUP web site: <http://partnerships.csusb.edu>
- Read CUP Materials (information is available on the web or come in and speak with a staff member and pick up our brochure and CUP packet)
- Join a CUP Focus Partnership:
 - ? Educational Quality of the Work Force and Citizenry
 - ? Economic Transformation
 - ? Increasing the Quality and Quantity of Culture and Arts
 - ? Family and Community Enrichment
 - ? Health Enhancement
- Join the Partnership Forum Council
- Join the Service Learning Cabinet
- Become a site for a Community Fellowship Project
- Become a site for Service Learning Student
- Review Current CUP Partnerships and find something that interests you
- Review the current CUP Partnership Inventories and contact campus participants
- Start a new CUP Partnership in one of the CUP Focus Areas
- Work on fund raising for CUP
- Volunteer to work in the CUP Office
- Join the Service Learning Strategic Planning Group
- Complete the "Partnership Page" and look for Partners (**partnership page is available at: http://partnerships.csusb.edu.cup_partnership_page.htm**)



CUP Welcomes A New Service Learning Coordinator

Community-University Partnerships would like to welcome Dr. Diane Podolske as the new Service Learning Coordinator! Dr. Podolske comes to us from the University of Nebraska-Lincoln (UNL) where she founded the campus' service learning department. She created the award winning Community Challenge program to engage students in co-curricular service learning experiences. In addition, she directed the Pepsi Scholarship for Outstanding Leadership and Service program to provide incoming students with scholarships based on the service they contributed during high school. Dr. Podolske's doctorate degree is in Educational Psychology, and she is currently conducting research on students' gender differences in attitudes about service.

Please help us welcome Dr. Diane Podolske!

CSUSB Service Learning Program

Service learning at CSUSB is a credit-bearing educational experience in which students participate in an organized service activity that meets community-identified needs. A service learning course typically requires a minimum number of service hours with selected community-based organizations and schools. Students reflect on their service activity to increase their understanding and application of the course content and to enhance their sense of civic responsibility.

Faculty who teach service learning courses have found that extending the boundaries of the classroom into the community benefits their students' learning in many ways. Students understand and synthesize the subject matter through a broader range of experiences and associations; gain an understanding and appreciation of the community and the diversity of its people; explore an area of study or a career option; critically reflect on per-

sonal values and responsibilities as citizens; and gain a belief they can make a difference through their actions. Many students decide to continue their involvement in the community after completing the class.

Over the past two years, thirty CSUSB faculty have participated in the Service Learning Program. The faculty participated in seminars to learn strategies unique to teaching service learning courses. As a result, they have developed new service learning courses in their discipline, and many continue to offer the classes during subsequent quarters. It is anticipated these faculty will serve as resources to their colleagues to further the development of service learning at CSUSB and further assist in fulfilling the CUP mission to address community needs through community-university partnerships.

Community-University Partnership staff provide technical assistance to any faculty and campus partner inter-

ested in developing a service learning course. A resource library is available in the CUP office as well as a faculty handbook on service learning. Service learning fellowships are available to financially assist faculty during the process of service learning curriculum development.

To get involved please contact:

~ **Diane Podolske,**
dpodolsk@csusb.edu

“Never doubt a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

~ **Margaret Mead**

Community Service Learning in the California State University System: This site provides current information on service learning programs and contact information in the Cal State system.



<http://www.calstate.edu/CSL/links.shtml>

National Campus Compact: This site contains an extensive service learning syllabi listing, reflection resource guides, and a service learning bookstore.

<http://www.compact.org>

National Service Learning Clearinghouse: This site contains a wealth of service learning information for K-12, Higher Education, Community-based Programs, and Tribal Schools. There are toolkits and resource pages available, including ideas for projects, funding sources, and helpful glossary pages.

<http://www.servicelearning.org>



"We must remember that one determined person can make a significant difference, and that a small group of determined people can change the course of history."

~ *Sonia Johnson*

What is Academic Service Learning?

Academic service learning is a type of experiential education in which faculty and students learn about a community need, complete an organized service activity to address that need, and reflect on the experience in order to gain a greater understanding of the relationship between the service and course objectives. It integrates community service with academic instruction as it focuses on critical, reflective thinking and civic responsibility.

An easy way to remember the steps of service learning is through the SERVE model (Hampton, 1999). The SERVE model represents five steps to successful service learning projects: Select the service; Educate and Inform; Respond to the Need; Value Significance and Reflect; and Evaluate and Celebrate.

Select the Service refers to the initial step of identifying and focusing on a community need. Whoever is initiating the service must consult with members of the community to seek community input, or the community voice.

Individual citizens, community agency staff, and neighborhood association members are all excellent sources of input to ensure community voice.

Educate and Inform describes the process of learning about the need. In this step students gain a greater understanding about the extent, causes, and hopeful solutions to the community issue they are addressing. This occurs as a part of an academic course and it may also be a part of pre-service training sponsored by the community agency. Agency staff often offer tours of the agency site that include a complete explanation of services offered, clientele, mission, and the extent of the social issue or problem specific to the community.

Respond to the Need refers to direct service. This is the action step when students perform the actual service.

Value Significance and Reflect describes activities that encourage students to make linkages between their

course materials, their service, and their daily lives. This is accomplished through any number of reflection activities, including group discussions, games, personal assessment of the service experience, or journaling.

Evaluate and Celebrate refers to the final assessment of the service experience as well as some form of recognition or celebration for those who have given their time. Evaluations should be thorough and include recommendations for future improvements. The SERVE acronym provides a simple memory tool that illustrates the steps of a quality service learning project and is useful when explaining service learning to anyone who wishes to participate in service learning projects.

Interested academic service learning?
Please contact:

~ **Diane Podolske**

CUP Welcomes PITAB

Economic Gardening promotes growth of local companies by using information technology and databases to help them find and cultivate new market opportunities.

In working to promote regional economic transformation, CUP has been concerned from the beginning that its efforts should complement and not duplicate those of other public and private institutions in the region. In the Inland Empire, as elsewhere in the United States, economic development tends to give priority to marketing to attract industry to the region and facilitating business relocation. With industry recruitment already receiving substantial resources, CUP's challenge is to contribute something new and useful not being done by someone else.

The specialty CUP is developing is unique. Called "Economic Gardening," it's an approach to economic advancement that focuses squarely on the community's entrepreneurs and existing businesses. In a nutshell, Economic Gardening promotes growth of local companies by using information technology and databases to help them find and cultivate new market opportunities. Here's how it works:

First, you sit down with a local business owner to talk about growth opportunities and how information may help exploit them.

Then, with some growth possibilities identified, you proceed to "mine" databases – everything from the World Wide Web, to Geographic Information Systems (GIS) mapping software, to Dun and Bradstreet's national business data – to custom-tailor pertinent, useful information for the company. The information may include:

- Analysis of industry trends
- Customer lists (business or residential)
- Supplier contacts
- Leads to government agencies and programs that may be of assistance
- Helping the business fine-tune its web site programming code so that it shows up on more search engines.

With the data mining completed, you return to the company to walk it through how to use the information to expand sales and grow. Often, the business will request still more information after it sees what Economic Gardening can do for it

Conventional economic development programs rarely if ever offer such service, and there's a good reason for doing so. In practice, the overwhelming majority of employment comes from existing local firms, while a miniscule 3% to 5% of high-growth companies accounts for most new jobs. Such "gazelle" businesses – so-called because of their tendency to move regularly to new locations to accommodate their growth – are the engines of job-creation in the American economy. While Economic Gardening can help all kinds of local businesses, its fundamental goal is to find existing or potential gazelles in the community and help them grow more and faster. CUP's goal is to spread Economic Gardening throughout the Inland Empire, so that it becomes one of the basic tools of local economic development.

To do that, CUP has formed a new unit dubbed Project Information Technical Assistance for Business, or PITAB. A little background is needed here. Back in 2000 and 2001, CUP funded two consecutive \$5,000 demonstration projects to help the City of Lake Elsinore incorporate use of GIS software in its new Economic Gardening program. CUP's assistance to Lake Elsinore not only helped the city get its gardening program up and running with information technology. An additional result is a "White Paper"

which describes how other communities can institute Economic Gardening (see <http://partnerships.csusb.edu>). Last year, the gardening White Paper, which has circulated nationally via a prominent economic development list serv, found its way to the California Integrated Waste Management Board, or CIWMB.

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Con...CUP Welcomes PITAB

CIWMB is responsible for reducing the stream of industrial waste into California's landfills. The state agency contacted CUP about undertaking a demonstration project to determine whether Economic Gardening can help California's recycling-based companies grow their markets and thereby divert more waste from landfills into productive use. Early in 2002, a \$75,000 contract was awarded CUP to conduct the demonstration project. PITAB was formed both to manage the CIWMB contract, and to be a vehicle for spreading Economic Gardening and the use of information technologies throughout the Inland Empire.

Since commencing the CIWMB contract in March, team PITAB – Professor Lee of the Department of Management; economic development expert Jerry Henderson, formerly of the California Technology, Trade, and Commerce Agency; and Cathy Barrozo, a GIS data analyst hired initially for the Lake Elsinore gardening project – have traveled around the state helping

recycling based companies tap new market opportunities. To date, 26 businesses have been “gardened” in a myriad of ways. It's expected that fieldwork will be completed by the end of this year, with a project report evaluating the impacts of Economic Gardening to be submitted to CIWMB by June 2003.

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~Lee Hanson

“We learn the inner secret of happiness when we learn to direct our inner drives, or interest and attention to something outside ourselves”

~ Ethel Percy Andrus

More Community Web Sites

San Bernardino County, California

Lists recreation opportunities for Southern California's Inland Empire. Visit departments, check board minutes, and study a judicial master plan.

<http://www.co.san-bernardino.ca.us/>

California Partnerships for Children

The California Partnership for Children builds consensus, provides leadership, develops collaborations, incorporates community input, and seeks a diversity of views and representation. The Partnership serves as a proactive organization dedicated to advocacy and the implementation of policies and procedures on a statewide basis with true community representation.

www.cpartnership4children.org

Healthy Cities

Dedicated to improving the health and quality of life in San Bernardino and Riverside Counties, California.

www.healthycities.com

Civic Resource Center

Provides strategies, solutions, and tools that empower organizations and businesses operating in the civic sector to operate more efficiently, communicate more effectively, and connect with their communities.

www.civicresource.com

Community-Campus Partnerships for Health (CCPH)

This is a nonprofit organization that promotes health through partnerships between communities and higher educational institutions.

<http://futurehealth.ucsf.edu/ccph.html>

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WE'RE ON THE WEB!
<http://partnerships.csusb.edu>

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Where Community
Brings Life



Service Learning